

NEW TAILORED LUGGAGE COLLECTION IS AS BESPOKE AS EVERY BATTISTA



- Automobili Pininfarina launches a luxurious new four-piece luggage set exclusively for Battista
- Exclusive collection includes a cabin travel bag, weekend holdall, shoe bag and suit bag, all elegantly designed to fit perfectly inside the pure-electric hyper GT and priced from €25,000
- Tailored luggage set is available in addition to personalisation options for the hand-finished Battista, so luggage will precisely match each vehicle
- First set is finished in tan leather with matching stitching and Triangolo quilting, echoing the interior design of the Villa d'Este 2021 award-winning Verde Paradiso Battista
- **Francesco Cundari, Director of Interior Design, Automobili Pininfarina:** *“Every experience with Battista will be special for its owner. This tailored luggage collection may be personalised in partnership with our design team, ensuring the exquisite design details of an individual client's unique Battista will also feature in this exclusive suite of luxurious accompaniments.”*
- View and download images of the new Battista Luggage Collection here: <https://we.tl/t-cfOPubYp00>



(CAMBIANO/MUNICH, 7 SEPTEMBER 2022) The Battista hyper GT is now available to order with a handcrafted luggage collection, which is tailored using the same Italian design philosophy as the pioneering pure-electric masterpiece for which it is created.

The Automobili Pininfarina team designed the set to perfectly suit the bespoke interior and exterior of Battista; matching the leather, colour combination and stitching of a client's individual creation. The luggage incorporates details that echo the design of the hyper GT, with Y-shaped wing elements and curves that define the exterior and interior of the pure electric luxury car.

The Battista is available to specify in 13.9 quintillion exterior and 128 million interior colour and trim combinations. The new matching luggage collection contributes to a bespoke ownership experience, which includes the opportunity to order a personalised version of the unique Residenza home wallbox charger, designed by Pininfarina SpA.

Francesco Cundari, Director of Interior Designer, Automobili Pininfarina, said: *"Throughout the customer journey, we make sure that we create something unique to complement each bespoke Battista. Taking inspiration from the hyper GT itself and the fashion world, we've created a four-piece luggage set as individual as each interior of Battista, based on the personal client specification."*

The tailor-made four-piece collection includes a specially contoured cabin and shoe bag that fits precisely in the Battista's 48-litre luggage space, under the streamlined 'Goccia' roof, where they are visible through the glass rear screen. The suit bag elegantly hooks behind the driver's seat to optimise space while a large weekend bag is perfect for solo drives and straps into the passenger seat. The front of each piece features the Y-shape accent visible when viewing the Battista from above, a detail that also features in the GT and Pilota seats that may be selected in each Battista.

The leather used for both the Battista's interior and the new luxury luggage set is 100 per cent chrome free, with a choice of sustainably tanned hues – treated using leaves obtained from olive trees in the Piemonte region. This process tans the leather without chemicals, minimising the environmental impact of the crafting of Battista. The leaves are collected twice a year and are traceable in every Battista. The exquisitely soft semi-aniline leather is then checked and certified by an independent commission dedicated to sustainable innovation.

Sara Campagnolo, Director of Colour and Materials Design, Automobili Pininfarina, said: *"We choose partners that share our vision of a world where luxury and sustainability are one. With Battista and its bespoke luggage collection, we implement sustainable methods to produce the leather, including the tanning process with olive leaves. The luggage mirrors the beauty of Battista in its many configurations, providing clients with the same tactility as their hyper GT which they can use every day."*



Inside the luggage, soft Alcantara – another interior option for Battista – creates a luxurious finish. Each piece features Automobili Pininfarina’s signature Triangolo motif – a statement quilted stitching design. Many colour options for Battista and the matching luggage have been inspired by the natural and vibrant colours of the Piemonte region of Italy where the Battista is produced, from landscapes to regional wines.

Each luggage set takes more than 200 hours to craft by the leather artisans, as they shape and treat the leather and then sew the highly detailed stitching.

When selecting partners, Automobili Pininfarina seeks local suppliers that share its vision and values of crafting sustainable, luxury products that exude high-quality craftsmanship and design. Sustainable luxury as a basic value is woven into the brand’s partnership strategy. In collaboration with authentic materials, any leather excess material is also retained for use elsewhere in new projects and processes. while providing a tangible connection between Battista, the luggage collection, and future projects.

Full luggage set price: from €25,000

Volume of boot space and luggage:	Volume (litres)
Battista hyper GT boot	48
Shoe bag	9,5
Suit bag (open)	43
Weekend bag	52
Cabin travel bag	30

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EDITOR'S NOTES

THE AUTOMOBILI PININFARINA BATTISTA

The Battista will be the most powerful car ever designed and built in Italy and it will deliver a level of performance that is unachievable today in any road-legal sports car featuring internal combustion engine technology. Faster than a current Formula 1 race car in its 0-100 km/h sub-two second sprint, and with 1,900 hp and 2,340 Nm torque on tap, the Battista will combine extreme engineering and technology in a zero emissions package. The Battista's 120 kWh battery provides power to four electric motors – one at each wheel – with a combined WLTP range of up to 476 km (296 miles), US EPA combined: 300 miles on a single charge. No more than 150 examples of Battista will be individually hand-crafted at the Battista Atelier in Cambiano, Italy.



ABOUT AUTOMOBILI PININFARINA

Automobili Pininfarina is based in operational headquarters in Munich, Germany, with a team of experienced automotive executives from luxury and premium car brands. Designed, engineered, and produced by hand in Italy, the Battista hyper GT and all future models will be sold in all major global markets under the brand name Pininfarina. The new company aims to be the most desired, sustainable luxury car brand in the world. The company is a 100 per cent Mahindra & Mahindra Ltd investment.